

LEO BURNETT U.S.A.

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1. At the Cherrytown Charleston Contest of '27, Sarah Hatley stained her cigarette holder helped her keep her balance. It also gave her a cleaning tool.



2. No need for a cigarette holder today. You've got Parliament. The recessed filter cigarette with the filter tucked back, away from your lips.



3. With Parliament all you taste is rich, clean flavor. Never the filter. And that's a step in the right direction.

Parliament. The recessed filter cigarette.



Now in bright new packs.

King/10mg "tar," 1.1mg nicotine—
av. per cigarette, FTC Paper Caut. T.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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